



# StoryJar

Preserve your family legacy

A storytelling platform that helps people capture and pass on meaningful life stories to their loved ones.



Prompts & collaborative model to build a richer story



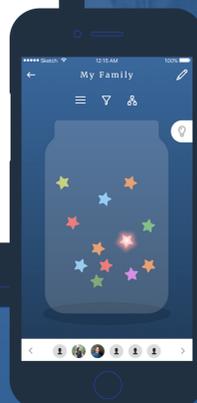
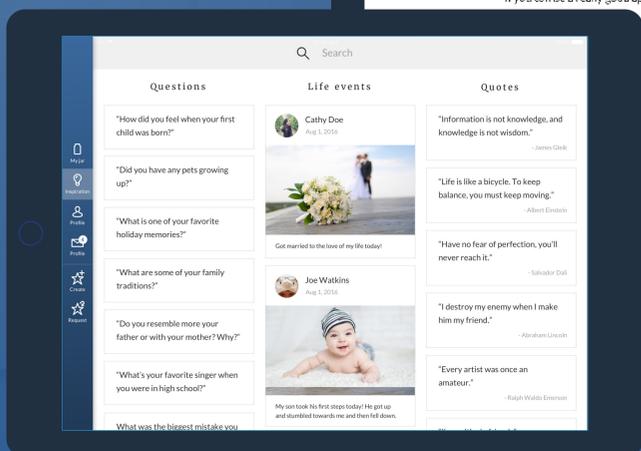
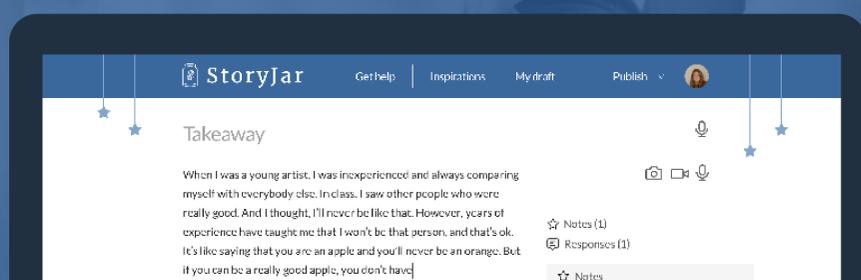
Story takeaway recorded by the author's voice



Facebook life events trigger story request / invitation



Share stories with specific groups of people



## Research Findings

Literature x Interview x Focus group x Usability testing

### 1 Life events as triggers

Life events, such as the loss of family members, are important triggers for people to start reflecting on life and wanting to pass on life stories.

### 2 Life values as key legacy

People want to pass on life values to help the next generation; Descendants also treasure the life values left behind.

### 3 Prompts to start a story

People like to answer questions as prompts that are about 1. Their own experiences. 2. Relationship with others. 3. Positive experiences

### 4 Collaboration

Bouncing ideas and collaborating makes storytelling easier, but people also hope to have control over what to pass on.

### 5 Self-reflection

Reflecting one's life makes people feel positive about it while they are writing down stories for their future generation.

### 6 Bequest

People want to be able to choose who to pass down specific stories to.